

DELIBERATIVE PROCESS—DO NOT CITE OR SHARE
Bristol Bay Final Report
External Communications and Media Rollout Plan
DRAFT—FOR INTERNAL USE ONLY

January 13, 2014

FOR QUESTIONS OR EDITS, CONTACT:

Hanady Kader, EPA Region 10 Public Affairs

206-553-0454, kader.hanady@epa.gov

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Attachments

- **Key Messages**
- **Internal FAQs**
- **External FAQs for web**
- **Media Advisory**
- **Press Release**
- **Web content: <http://www2.epa.gov/bristolbay>**

Spokespersons

Dennis McLerran, EPA Region 10 Administrator: National media interviews and press conference

Jeff Frithsen, ORD Lead Scientist: Press conference and assistance with emailed responses

Marianne Holsman, Hanady Kader, EPA Region 10 Public Affairs: Emailed and basic responses to reporters

Key Audiences for Rollout

- Bristol Bay villages
- Bristol Bay tribal governments
- Bristol Bay Alaska Native corporations
- Members of Congress and Congressional Committees
- Federal agencies (USFWS, NOAA, NPS, USGS, USACE)
- Pebble Partnership
- Local media
- National media
- National groups (jewelers orgs, chefs orgs)
- Alaska governor and state government
- Alaska state government agencies (ADFW, ADEC, ADNR)
- Fishing NGOs
- Environmental NGOs
- Mining organizations and interests

Communication Resources

- Press release
- Media conference call
- Dennis' remarks
- Social Media
- Internal and external web FAQs
- Website: www.epa.gov/region10/bristolbay
- Listserv
- E-Mail: R10BristolBay@epa.gov

External Communications Hourly Plan

NOTE: ALL TIMES ARE IN PACIFIC TIME ZONE

DATE/TIME	TASK	WHO	DONE
PRE-RELEASE			
Jan. 10 9:00am	Media spokesperson briefing and training for Dennis and Jeff	Dennis, Marianne, Hanady, Bill	
Jan. 14 12:00pm	Bristol Bay team and executives review final materials: Press release, key messages, FAQs, web content	Marianne, Hanady, Sheila, Jeff, Rick, Judy, Palmer	
	Targeted calls to reporters giving them notice that something is coming the next day	Hanady, Marianne	
	Check availability and give notice to tribal leaders, state agency heads, congressional staff, federal heads to expect a call in the morning	Bill, Rick, Tami	
	Notify peer review panel that final report is out, they may get media calls	Jeff	
Jan. 14, 3:00pm	Embargo press release, executive summary, and external web FAQs to Becky Bohrer at AP Juneau	Hanady, Marianne	
DAY OF RELEASE			
Jan. 15 10:00am	TRIBAL CALLS Call to 15 tribal leaders, corporations, organizations and send email with notice that final report is out <ul style="list-style-type: none"> • Nuna Resources • Nunamta Aulukestai • BBNC • BBNA • Alaska Peninsula Corporation, Trefon Angasan • Iliamna Development Corporation, Lisa Reimers • United Tribes of Bristol Bay 	Rick, Tami	
	GOVERNMENT LEADERSHIP CALLS Notification to following state and federal agency leaders: <ul style="list-style-type: none"> • Larry Hartig, Alaska Dept. of Environmental Conservation • Joe Balash, Alaska Dept. of Natural Resources • Colonel Christopher Lestochi, USACE Alaska District 	Dennis	

	NGO, OTHER ORGANIZATIONS CALLS <ul style="list-style-type: none"> • Trout Unlimited • Bristol Bay United • Alaska Miners Association • Alaska Environmental Alliance • Fishing NGOs 	Bill, Rick, Sheila	
	CONGRESSIONAL CALLS Congressional notification calls to following offices: <ul style="list-style-type: none"> • Sen. Murkowski (DC and state staff) • Sen. Begich (DC and state staff) • Sen. Cantwell (DC and state staff) • Rep. Don Young (DC and state staff) • Oregon/Washington senators and members of Congress who wrote to us 	Arvin, Marianne, Cindy, Dianne	
	Notification to Pebble Partnership <ul style="list-style-type: none"> • CEO John Shively 	Dennis	
Jan. 15 10:00am	***Issue media advisory announcing release of final assessment***	Hanady	
Jan. 15 10:30am	***Issue press release announcing release of final assessment***	Hanady	
Jan. 15 10:30am	Send press release to federal PIOs: <ul style="list-style-type: none"> • USGS: Anne Berry-Wade, DC, abwade@usgs.gov, 703-648-4483 • USACE: public.affairs3@usace.army.mil • USFWS: Maureen Clark, AK, Maureen.Clark@fws.gov, (907) 786-3469 • NOAA: Julie Speegle, AK, julie.speegle@noaa.gov 907-586-7032 • NPS: John Quinley, AK, akr_info@nps.gov, 907-644-3512 • BLM: Artealia Gillard, AK, agilliard@blm.gov, (907) 271-4418 	Hanady, EPA HQ press office to DC counterparts	
Jan. 15 10:30am	Send press release to state PIOs: <ul style="list-style-type: none"> • ADEC: Ty Keltner, ty.keltner@alaska.gov, 907-465-5009 • ADNR: Elizabeth Bluemink, elizabeth.bluemink@alaska.gov, (907) 269-8434 	Hanady	
Jan. 15 11:00am	***Media conference call with Dennis, Jeff***	Marianne, Dennis, Jeff, Hanady	
	Update social media channels (@EPAnorthwest, @EPAresearch Twitter, EPA facebook)	Hanady, ORD	
	Send listserv to Bristol Bay group	Judy	

POST-RELEASE			
	Brief members of Congress, agency heads, outside groups who request it	Marianne, Arvin, Rick	
	Congressional committee staff briefings	Palmer	

Media Outlets

National Outlets	Local Outlets
Associated Press Becky Bohrer (Juneau) bbohrer@ap.org 907-586-1515, 907-229-0371 apanchorage@ap.org apjuneau@ap.org	Anchorage Daily News Lisa Demer, reporter ldemer@adn.com 907-257-4300 Frank Gerjevic, Editorial writer fgerjevic@adn.com
Bloomberg/Reuters Yereth Rosen (b) (6) 907-349-4588	Alaska Public Radio Network Daysha Eaton deaton@alaskapublic.org Steve Heimel sheimel@aprn.org 907-550-8400
Greenwire Manuel Quinones 202-491-5606, 202-446-0412 mquinones@eenews.net	KDLG Radio, Dillingham Dave Bendinger dave@kdlg.org 907-842-5281
Frontline Blaine Harden (b) (6) 206-432-0961	The Fishermen's News Margie Bauman (b) (6) 1-907-376-4996-home office 1-907-240-5149-mobile
Outside Magazine Tim Sohn (b) (6) 646-403-992, 617-905-9927	Pebble Watch Mariah Oxford 907-563-0013 moxford@bristol-companies.com
Medill News Service Marina Cracchiola 586-453-1325 Marina.cracchiolo@u.northwestern.edu	McClatchy Sean Cockerham scockerham@mcclatchydc.com (202) 383-6016
Wall Street Journal Tracy Tennille 202.862.6619, 604.8347 Tennille.tracy@wsj.com	KUOW Radio, Seattle Ashley Ahearn desk: 206 616 5708 mobile: 978 578 5944 aaهران@kuow.org OPB, David Steves dsteves@opb.org

EPA Communications and Management Contacts

<u>Communications Contacts</u>	
Marianne Holsman, Region 10 Public Affairs Director Desk: 206-553-1237 Work cell: 206-450-5895 Holsman.marianne@epa.gov	Tami Fordham, Region 10 Alaska Tribal Coordinator Desk: 907-271-1484 Fordham.tami@epa.gov Bill Dunbar, Region 10 Senior Policy Advisor Desk: 206-553-1019 Work Cell: 206-245-7452

<p>Hanady Kader, Region 10 Media Relations & Communications Coordinator Desk: 206-553-0454 Work cell: 206-225-8127 Kader.hanady@epa.gov</p> <p>Judy Smith, Region 10 Community Involvement Desk: 503-326-6994 Personal cell: (b) (6) Smith.judy@epa.gov</p> <p>Charles Bert, Region 10 Webmaster Desk: 360-753-8073 Bert.charles@epa.gov</p> <p>Kacee Deener, ORD Press Office Director Desk: 703-347-8514 Deener.kathleen@epa.gov</p> <p>Liz Blackburn, ORD Communications Director blackburn.elizabeth@epa.gov 202-564-2192</p>	<p>Dunbar.bill@epa.gov</p> <p>Tom Reynolds, EPA Associate Administrator, External Affairs 202-564-0717 Reynolds.Thomas@epa.gov</p> <p>Travis Loop, EPA Headquarters Office of Water Communications Director Desk: 202-564-0183 Loop.travis@epa.gov</p>
<p><u>Management Contacts</u></p> <p>Rick Parkin, Senior Management Lead Desk: 206-553-8574 Work Cell: 206-331-2547 Parkin.richard@epa.gov</p> <p>Sheila Eckman, Project Manager Desk: 206-553-0455 Eckman.sheila@epa.gov</p> <p>Palmer Hough, EPA headquarters Office of Water Desk: 202.566.1374 Hough.palmer@epa.gov</p>	<p>Jeff Frithsen, ORD Senior Scientist Desk: 703-347-8623 Work Cell: 410-336-8535 Frithsen.jeff@epa.gov</p>